



Small Changes. Big Benefits.

Dear [Name]:

Congratulations on taking The Old Switcheroo challenge! This unique 6-week incentive campaign requires you to shift your focus away from big lifestyle change and toward small, everyday changes. Why? There is clear evidence suggesting that even small lifestyle changes can have a big impact on your health and well being.

Let's Get Started

The Old Switcheroo begins on April 19, 2010. Enclosed are the materials you will need to successfully meet the challenge. Take some time prior to the start date to review the materials.

You will complete three Switcheroos during the course of the campaign. A Switcheroo includes the current habit you are trading in (e.g. ten minutes of television viewing) and the new habit you are replacing it with (e.g. ten minutes of walking). Refer to the "Switcheroo Sampler" handout for ideas about small changes you can implement with ease. You may choose from this list or design your own Switcheroos.

Record your first Switcheroo in the "Habit to Swap" and "Habit to Adopt" areas on the Switcheroo Tracking Log. Your goal is to make the change each day during the next six weeks. Track your daily progress on the log by checking the "yes" box if you made the change or "no" if you did not make the change. Keeping a log serves two purposes: First, tracking your behavior may make you feel more accountable for making the desired change. Secondly, tracking your behavior increases your awareness about whether or not you are truly achieving the desired behavior change. Both of these improve your odds of success.

You will continue your first Switcheroo throughout the six week challenge and add another Switcheroo during Week Three and another at Week Five. You will record and track Switcheroos 2 and 3 on Page 2 of the tracking form. Your goal is to record more "yes" days than "no" days during the campaign.

The Old Switcheroo Doesn't Stop There

- [List program activities like lunch and learn programs and grab and go functions here. Check out our Twists for ideas on fun, engaging wrap around activities you can offer to complement the tracking activity]

Get Switching!

Return your completed Switcheroo Tracking Form to City Hall or your Wellness Committee representative by June 7, 2010 and you will be entered in The Old Switcheroo grand prize drawing and you could win [insert incentive prize]. It's a cinch to make small lifestyle changes that make a big difference in your health and well being!

Good luck!

Healthy Regards,
Your Wellness Committee